Styleguide international

Approval of layouts/changes before print

These guidelines set out Bitburger's corporate design with a view to keeping the brand identity consistent and raising brand awareness.

Some of the image-based materials can be found in the Bitburger Media Database:
www.bitburger-international.com/en/media-database

Basic layouts and changes need to be approved by Marketing International of Bitburger Brewery Group before going to print.

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Content overview

BRAND ELEMENTS

BRAND ELEMENTS

BITBURGER BRAND LOGO

Brand Logo

Brand
Logo

Connoisseur

Slogan

Word mark

Standard version

Compact version

The brand logo represents an inseparable unit and must not be modified or copied in any way. Only original templates of the brand logo may be used for all applications.

Standard version

The standard logo is the preferred version of the brand logo and should be used on all applications, if possible.

Compact version

The compact version is used when it is not possible to guarantee that the effect of the standard version will be ideal. This can be the case with extreme landscape formats or small applications.

→ http://www.bitburger-international.com/media-database

Brand Logo | Logo background and protected area

The brand logo generally appears on a white background.

0.3 X

X

0.3 X

0.3 X   0.3 X

Required protected area around standard version

0.1 X

X

0.1 X

0.3 X   0.3 X

Required protected area around compact version

Logo background

In order to ensure a high-quality and uniform brand image, the brand logo generally only appears on a white background. This regulation also represents a consistent implementation of the colour code "white-gold".

Protected area

In order to ensure that the brand logo can always meet its design potential and function visibly as a message, a protected area has been defined for all versions of the brand logo. No other elements may appear in this free space.

Proceeding from the reference size X (height of connoisseur), a protected area of 0.3 X has been determined for the standard logo version. The same principle applies for the compact version with the exception that the protected area has been reduced to 0.1 X above and below.

Brand Logo | Colour Rendering

	CMYK	Black/white rendering	Inverse	Cut out / Clipping
Brand logo Standard version				
Brand logo Compact version				

There are various types of colour rendering available for the brand logo. Depending on the type of use, you can select from a CMYK, black and white or inverse colour rendering.

In terms of maintaining a consistent appearance, the aim should be to use either the four-colour or two-colour rendering of the brand logo.

If use of the four-colour and two-colour brand logo is not possible for reasons relating to production, the one-colour rendering may be used.

Only the original templates of the brand logo may be used for any type of application.

→ http://www.bitburger-international.com/media-database

Brand Elements

Brand Logo | Primary Colours

White		

CMYK	0 | 0 | 0 | 0		
RGB	255 | 255 | 255	Pantone C (2C print)	467 C
RAL	9016	Pantone C (Football ribbon)	7556 C
		Pantone C (Metallic/Product)	8383 C
		Pantone U	467 U
		Pantone Textile	14-1031
		HEX	#DECA73
		RGB	222 | 202 | 116
		RAL	1002
		HKS	5 K-50-30
		Luxor	418 (Hot foil)

Gold

Simulation gold

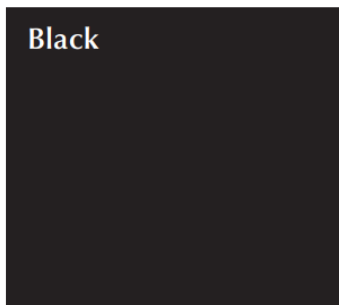| Position	0%	19%		62%	81%	100%
CMYK	31 | 41 | 88 | 0	6 | 16 | 51 | 0		31 | 38 | 85 | 0	6 | 16 | 51 | 0	31 | 41 | 88 | 0

The primary colours white and gold define the superordinate colour code of the brand elements.

White generally serves as a brand background colour for all Bitburger applications. The primary colour gold is used in the components of the brand logo and other design elements.

Only the colour values specified here apply for the primary colours.

Brand Logo | Secondary colours

	Black	Red
CMYK	0 | 0 | 0 | 100	0 | 100 | 63 | 12
Pantone C	–	200 C
Pantone U	–	200 U
Pantone Textile	–	18-1663
RGB	26 | 23 | 27	207 | 0 | 61
HEX	#1A171B	#CF003D
RAL	9017	3001
HKS	88 K	15 K

The secondary colours are only used with accentuation. Use of each of these colours is specified for certain areas:

Black should generally be used for typography (continuous text). The secondary colour black is also used for the brand logo (brand and product-related information).

Red is used very sparingly indeed to emphasise individual text elements.

Only the colour values specified here apply for the secondary colours.

Brand Logo | Unauthorised Use

No use of unde-
fined brand colours.

No unauthorised
background colours
for the brand logo.

No use of individual
logo components.

No placement in
the bleed.

No additional
elements
for the brand logo.

No impermissible
arrangement of
the logo elements.

No distortion of
the brand logo.

No negative
version.

The brand logo is the central element of the Bitburger brand. Therefore, it is mandatory that the brand logo is presented correctly and to treat it with respect in all types of use.

The following points must be observed:
- The colour, form and proportions of the brand logo may not be changed in any way.
- The placement of the brand logo should only be carried out according to the specifications defined here.
- The protected zone of the brand logo, defined by protected area, may not be encroached upon or breached by additional elements. The integrity of the sign must be preserved.

Incorrect use of our brand logo weakens our entire brand image.

Slogan

The slogan "Bitte ein Bit" must always have an angle of inclination of 14°.

14°

Black/white version

EXCEPTION
Negative version
(white with shadow)

No change to the angle.

No use of un-defined colours.

No unauthorised layout

No undefined links to other individual brand elements.

The slogan "Bitte ein Bit" may be used as a separate brand element. In this case, it must be ensured that the slogan is situated in a clear brand environment which ensures a link to Bitburger. The slogan "Bitte ein Bit" is positioned at an inclination angle of 14°.

Colour rendering

In general, only the colour version 1 (black) on a pale background is used for the slogan.

There is another colour version available for catering areas. This colour version represents a special case and may only be used in connection with catering applications.

Typography (emotional)

ITC Garamond Std

ITC Garamond Std Light Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(.,;:?!$& -*)

ITC Garamond Std Book Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(.,;:?!$& -*)

Area of application: Continuous texts

Area of application: Headlines

ITC Garamond Std is Bitburger's preferred company font.

Applications with an emotional use of lettering are with ITC Garamond Std in the font variations presented here.

ITC Garamond Std is only intended for the emotional use of lettering.

Typography (functional)

Optima

Optima Regular (Standard)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(.,;:?!$& -*)

Optima Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(.,;:?!$& -*)

Optima Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(.,;:?!$& -*)

Optima is Bitburger's secondary company font.

Applications with a functional use of lettering are with Optima in the font variations presented here.

Optima is only intended for the functional use of lettering.

For example, it is used for the following areas in product features:

- Labels and reverse-side design
- Sender information
- Info texts

BITBURGER TYPE LOGOS

Brand Elements

Type logos

Standard version

Standard version-long

Various versions are also defined for the type logos. The categories here are standard version, compact version and standard version – long. The areas of use for the respective logo versions are clearly specified.

Standard version

The standard version is the preferred version of the brand logo and should appear, if possible, on all applications, particularly in commerce and promotion of the different types.

Standard version - long

The standard version - long is used on beverage menus in catering, as an example.

Compact version

The compact version is used in cases in which it is no longer ensured that the standard version of the brand logo is having the ideal effect. This may be the case with extreme landscape formats or small applications (e.g. trays or reverse-side labels).

EXAMPLES OF USE

Motives

Available in portrait and landscape format

Examples of use

Examples of use

BITBURGER 0,0% ALKOHOLFREI

Brand Logo

Standard Version

Compact Version

The 0.0% brand logo is the most important component within the brand elements of Bitburger 0.0% alkoholfrei.

The brand logo represents an inseparable unit and must not be modified or copied in any way. Only original templates of the brand logo may be used for all applications.

Standard version
The standard logo is the preferred version of the brand logo and should be used on all applications, if possible.

Compact version
The compact version is used when it is not possible to guarantee that the effect of the standard version will be ideal. This can be the case with extreme landscape formats or small applications.
→ http://www.bitburger-international.com/media-database

Brand Logo | Logo background and protected area

The 0,0 brand logo generally appears on a white background

Required protectected area around standard version

Required protected area around compact version

Logo background

In order to ensure a high-quality and uniform brand image, the brand logo generally only appears on a white background.

Protected area

In order to ensure that the 0,0 brand logo can always meet its design potential and function visibly as a message, a protected area has been defined for all versions of the brand logo. No other elements may appear in this free space.

Proceeding from the reference size X (height of connoisseur), a protected area of 0.5 X has been determined for the standard version of the 0,0 brand logo. The same principle applies for the compact version.

Brand Logo | Colour rendering

	CMKY	Black and white	Invers
Bitburger 0,0% Alkoholfrei Standard Version			
Compact Version			

Different logo versions are defined for the 0.0% brand logos. The areas of application of the respective logo versions are clearly specified. Only original templates of the logo may be used for all applications.

→ http://www.bitburger-international.com/media-database

TYPE LOGOS

Type Logos

0,0% Alkoholfrei
standard version
beverage list

0,0% Alkoholfrei
compact version
beverage list

Type logos
Different versions are also defined
for the 0.0% non-alcoholic variety logos. The distinction is made
here between the standard version and compact version. The
application areas of the respective logo versions are clearly
specified.

Standard version
The standard version is the preferred
version and should appear by standard, on
all applications - especially on the off
trade and for the promotion of beer types.

Compact version
The compact version is used, for
example, for beverage lists on-trade

Typography

Optima Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(.,;:?!€&-*)

Headlines, front labeling, sender

Back labeling, informational texts

Optima nova LT pro Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(.,;:?!€&-*)

Optima Bold

The primary house font of Bitburger 0,0% Alkoholfrei is Optima.

It is the only one used in the product equipment for all typographic needs!

EXAMPLES OF USE

Motives

Available in portrait and landscape format

Examples of use